

MINUTES
Animal ID Education Subcommittee of the
Animal Identification Steering Committee

Wednesday, March 9, 2005
Grandview, ID

Members Present; Chairman James England, Ramona Ridley, Kliff Bramwell, Jeff Heins, Jason Ahola, Benton Glaze, Beth Patten, Rex Hoagland, Linda Cope
Guests: Tianna Fife, Jay McCowan

The Committee charge, as designated by the Chairman:

- Define the information to be disseminated
- Identify who needs the information
- Identify information sources/resources
- Identify means of information dissemination

Item 1

Committee consensus is that the ISDA develop a glossy brochure defining the Idaho Coalition NAIS Project. Information need in the brochure include overview of animal and premises identification status relevant to Idaho, and the goals, funding and participants in the project. The brochure should be regularly updated to report on the activities of each participant in the project.

- Define the purpose of premises and animal identification as a national program and as a specific Idaho program
 - What's set in stone!
 - What data is to be collected and where will it be held.
- Confidentiality
- What is the value (benefit) of animal/premises identification to the producer
 - Much is unknown, but lists some positives
 - Identification backup
 - Facilitate production records, ie, carcass quality?!
 - Value added, source verification for product quality
- Define the Premises Identification process
 - How to get one
 - What is a premises

It was felt this was the most urgent educational information needed to be provided to livestock producers of Idaho.

Other information that needs to be made available include:

Technologies available—deferred to IT Subcommittee to define (Jay McCowan is already compiling some of this info); The NAIS Guidelines as we think we know it: Project summaries; Testimonials from producers that have observed or felt the impact of animal identification directly on them.

Item 2

The information needs to be provided to:

- All livestock producers
- Livestock producer organizations
- Veterinarians
- Feed/drug suppliers
- Stockyards/buyers
- Truckers
- Processors
- Extension offices
- FFA/4-H programs
- There are surely others!

Item 3

There's a multitude of information available such as the NAIS pamphlets, the NIAA pamphlets and power point presentations, and many write-ups in professional and lay publications.

It was felt that priority must be given to completing and maintaining the ISDA animal identification web page!

Item 3

First Question: What funds are available as this will define the scope of the education process.

The Subcommittee felt that the Extension Service is the likely route of education as that is one of their charges and they have the most complete list of livestock producers on a statewide basis. They are planning a session for livestock specialists at the annual Ag Conference April 4, 2005. Again, the question arises, who will pay for this?

Other sources or places of disseminating the information are:

Livestock producer groups/meetings

Posters at said meetings and at locations such as salebarns etc.

Flyers and direct mailing—*we know this works?*

Media coverage
ISDA presentations

The Subcommittee felt that the story needs to be uniform and consistent and demonstrate that the project is indeed a Coalition!